

Amgueddfa Cymru
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Rydym yn croesawu gohebiaeth yn y Gymraeg.
National Museum Wales
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We welcome correspondence in Welsh.

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cymru
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ysbrydoli pobl
newid bywydau
inspiring people
changing lives

15 December 2021

Delyth Jewell MS
Chair
Culture, Communications, Welsh Language, Sport and International Relations Committee
Welsh Parliament
Cardiff Bay
CARDIFF CF99 1SN

Annwyl Delyth

Subject: **Further information on the work of the National Museum Wales**

Thank you for your letter of 26th November.

Key performance indicators

We have had been discussing our Key performance indicators with Welsh Government officials for a few months, they have been constructive discussions and are reflecting changes in the ways museum is now working. We anticipate that the revised KPI's will better reflect digital working e.g. website, social media, digital engagement and also qualitative KPI's. Visitor numbers are likely to still be part of KPI's with other key digital and engagement KPI's. We are waiting for final remit letter and to conclude discussion on KPI's.

The Celf 100 project (which was part of the Celf ar y Cyd programme funded by WG) was launched during the pandemic and invited people from across Wales to select their 'Top 30' objects from a 100 works within the national art collection. The group of 30 works selected will now travel as an exhibition to Aberystwyth, Llangefni and Brecon in 2022/23 and provides a model for other co-curated projects where the selection of objects is made locally.

Virtual learning programme were facilitated from our museums over Microsoft Teams to Foundation Phase and Key Stage 2 pupils in schools and homes across Wales. The Minecraft your Museum competition was developed during lockdown for school pupils in partnership with Hwb. This enabled Key Stage 2 learners to create their ideal museum using Minecraft gaming software. The initiative won Kids in Museums UK Family Friendly Museum award, for the Best Social Media Activity category and came second in the worldwide Best in Heritage awards.

Llywydd / President Roger Lewis
Is-Lywydd / Vice President Dr Carol Bell PhD, DLitt
Trysorydd / Treasurer Hywel John FCA
Cyfarwyddwr Cyffredinol / Director General David Anderson OBE
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A range of events, talks and festivals have been delivered online to connect people across Wales with objects and museum experiences. We also provided a digital version of our Becoming Richard Burton Exhibition.

The Objects of Comfort initiative was launched during lockdown in partnership with the Older Person's Commissioner, Alzheimer's Society Cymru, Innovate Trust and the Greater Gwent Health, Social Care and Well-being Partnership. Resources linked to museum collections are now downloadable for care settings to use to generate conversations and stimulate happy memories for those at risk of social isolation. Older People's Commissioner for Wales, Heléna Herklots CBE, who has supported the initiative said: *Objects of Comfort provides a unique way to connect people living in care homes with Amgueddfa Cymru's collection, and I'm sure the campaign will spark many lively conversations and memories throughout Wales. Activities in care homes are crucial in helping older people to have a good quality of life ...I would urge care homes to get involved with the campaign and utilise the excellent resources that have been developed by Amgueddfa Cymru.*

We are very committed to taking forward work in this area as part of our core work, and it will be part of our discussions with Welsh Government on measuring performance. We envisage that these reports will include a combination of qualitative and quantitative measures.

Strategy

We are currently in the final stages of completing our Strategy to 2030, which together with the new Brand will be considered by the Board of Trustees early in New Year. Launch and publishing is expected following this. When published, the bi-lingual Strategy will also have easy read and British Sign Language versions available.

We consulted with a wide range of individuals and organisations to help shape the plans for the strategy. We created bilingual consultation resources including an online survey; an Easy Read document and survey; Spoken Word audio and a large print version. To reach non-digital users and children, we created family activity packs, which were distributed to families across Wales with the help of partners including the Fusion network, housing associations and organisations supporting refugee families.

We held focus groups in Welsh and English with partners across the UK, youth forum members and the young people who are Amgueddfa Cymru Producers (ACPs), to delve deeper into feedback on specific goals. We shared the documents and resources widely and invited schools across Wales to respond to the survey. We also attended party political conferences in Wales.

Key Statistics:

751 survey responses received – mixture of individuals and organisations

74 focus group participants in 13 focus groups:

- 40 individuals from partner organisations
- 20 volunteers
- 14 young people

5,772 website views
46,572 twitter impressions
39,610 facebook impressions
850 family activity packs sent to community organisations, via Fusion networks, of which
150 were posted back

Organisations we consulted with through the focus groups:

Extinction Rebellion
Keep Wales Tidy
RSPB
The Wallich
Hafal
Romani Arts Cymru
Planed
African community centre Swansea
Welsh refugee council
Llamau
Disability Arts Cymru
Fusion, Swansea (links with Swansea Museum).
Wales Punjab Centre
Cwmni Frân Wen (Cymraeg)
Ty Hafan
Fusion (Carmarthen)
Swansea Women Aid
WCIA – Welsh Centre for International Affairs
Natural History Museum, London
Cynnal Cymru / Sustain Wales
Flow associates
Wildlife Trust Wales
WRAP Cymru
WJEC / CBAC
Central South Consortium
GEM Cymru (Group for education in museums)
Cardiff Met School of Education
Children in Wales
Theatr Na N'Og
Arts Education Network
Garber associates
GwE
Mudiad Meithrin
First Campus
Innovate Trust
Hwb Cymru
CILIP Cymru
National Library Wales
People's Collection Wales
In addition:
20 volunteers
14 Youth forum members and Amgueddfa Cymru Producers

Written responses from:

Chwarae Cymru / Play Wales

Comisiynydd Cenedlaethau'r Dyfodol Cymru / Future Generations Commissioner for Wales

Natur Cymru / Wildlife Trusts Wales

Widening Engagement Reports

As noted in the Committee meeting on the 10th of November we will publish on our website a joint Action Plan developed with Arts Council of Wales. We will be updating the information on our website before Christmas as part of this process and will reflect the nuance you have highlighted. The information on the website already indicates that an Action Plan is being produced.

We will continue to drive forward our commitment to promote the Welsh Language and deliver against Cymraeg 2050 as a strategic priority. Our legal requirement to adhere to the standards set by the Welsh Language Commissioner are non-negotiable.

In response to the reports, we are now exploring ways of bringing our Welsh language commitments and our work on equalities together as part of our commitment to the Wellbeing of Future Generations Act. The Action Plan, we are working on with the Arts Council of Wales, includes a section on workforce development, training, and skills. The concerns of those who potentially feel excluded by the current recruitment procedures are addressed here. We will also be working with our partners, such as the National Centre for Learning Welsh, to explore further ways to support our staff, freelancers and artists to use their language skills and learn Welsh.

Welsh Government have supported us in the development of the plan, and we are currently discussing the detail with them. The Action Plan will be published in the New Year once it has been agreed by our Board of Trustees and Council Members at Arts Council of Wales.

Financial matters

Revenue

We have been discussing our financial position with Welsh Government for some time and particularly the structural deficit of £2.5m and additional funding to scale up and improve key activities in Health and Wellbeing, equalities and recovering from COVID 19. We have made the case to Welsh Government officials for the temporary uplift of £2.5m to be part of our future baseline funding from 2022-23 onwards.


We have also made the case for additional funding to scale up and widen existing activity in the Health and Wellbeing through our activities and digital, strengthen and increase our work in equalities and Welsh language in our activity, services and collections, carbon management and reduction across our estate, lifelong learning for all and increasing apprenticeships, improving and increasing digital engagement, experiences, events and exhibitions.

Capital

We have backlog/preventative maintenance of circa £50m and have made funding requests to maintain capital maintenance budget at £6m per year.

We have also made capital development funding requests for re-development of national Slate Museum/ Museum of North Wales of £20m over 5 years, we received £550k this year. We have also made capital funding requests over 5 years for Digitization of collections, Carbon reduction, Gallery and collection re-interpretation and refurbishment, National Museum Cardiff re-development and investment in Digital infrastructure and experiences.

Gyda dymuniadau gorau,

A handwritten signature in black ink that reads "David Anderson". The signature is written in a cursive, flowing style.

David Anderson
Director General